

# 



# YOU ARE NOT LOCKED IN TO YOUR CURRENT HEALTH PLAN.





Find out how an exclusive Las Vegas Metro Chamber of Commerce group solution may be cost-effective for your company.

For more information call 702.586.3889 or visit ChamberlB.com









# return on investment

KRISTIN MCMILLAN PRESIDENT & CEO

very day, you invest in the future of your business by making educated business decisions: hiring the right people, assessing and selecting your vendors and engaging in smart, common-sense business planning for the future. You evaluate what decisions work, what ideas and concepts need to be reworked, and where you can

best generate that crucial return on investment.

The Metro Chamber plays an important role in helping you realize a return on your Chamber investment as well. We are now introducing a new menu of programs that will benefit you by saving money and give you a noticeable payback on your membership spend. As you'll read in this month's cover story, members like you can save on a variety of normal, ongoing expenditures such as shipping, rental cars, computer hardware and workers compensation insurance, just to name a few. We are also introducing new marketing packages designed to help you gain exposure and market reach through a combination of advertising, sponsorships and tables at Metro Chamber events. Additionally, we have improved the online member directory where you will be able to upload photos, discount offers, provide your business' social media links and more, all designed for specifically for you to strengthen customer connections.

Through your membership, you are also part of a like-minded community enterprise that cares deeply about advancing the future of business and a healthy

economy in Nevada. We know that you cannot leave your business to be at the legislature. So, every day, our government affairs team is on the ground in Carson City representing you – by testifying on legislation, meeting with policymakers and legislative leadership, and helping to build consensus on sound policies and laws while protecting you from the harmful ones. Already this session, the Chamber has testified on nearly one hundred bills in its mission to protect the employers of this state and promote the economic well-being and quality of life of our communities. After all, improving the environment in a way that cultivates job creation and economic growth, and supports our future workforce (i.e., our children), helps us collectively to maximize the return on our combined investment in the future of Nevada.

We hope you will take advantage of the new programs and services we are now offering. They are designed to help you save money, build relationships and connect with people and resources, provide leadership and other training, and supply information about the issues and policies that are impacting our community as well as opportunities to help shape them.

And, thank you for investing in your business, your future and Nevada's future through your membership. We value your participation in the important mission of the Metro Chamber to ensure that businesses have the resources and environment they need to succeed so that, together, we can build a better Nevada.

# Wake up your smart.

**88.9** 89.7



**VOLUME 36 NUMBER 4** 

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The Business Voice (USPS #717-970) is published by The Las Vegas Metro Chamber of Commerce. 575 Symphony Park Ave., Ste. 100 Las Vegas, NV 89106

Annual Subscription \$25 Periodical postage paid at Las Vegas, NV POSTMASTER:

Send address changes to: The Las Vegas Metro Chamber of Commerce, 575 Symphony Park Ave., Ste. 100 Las Vegas, NV 89106

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### **EDITORIAL POLICY:**

The Business Voice is a member newsletter of the Las Vegas Metro Chamber of Commerce. The Las Vegas Metro Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of the *Business Voice* can be addressed to Vice President of Marketing, Las Vegas Metro Chamber of Commerce, 575 Symphony Park Avenue, Suite 100, Las Vegas, NV 89106.

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# chamber news

# nominate today: recognize quality customer service in las vegas!

Reward the individuals who give you great customer care by nominating them for a Customer Service Excellence Award. Whether it's the server who always remembers your lunch order, the concierge who takes care of special clients or the receptionist who seems to know everyone who comes in the door, it is important to recognize the people who make Las Vegas a friendly place to live, work and visit. To nominate someone who provides you with great customer care or to get your company enrolled in this free turnkey program by the Metro Chamber and the Las Vegas Convention and Visitors Authority, visit LVChamber.com/cse or contact Pomai Weall, Customer Service Excellence coordinator, at 702.641.5822 or pweall@lvchamber.com. The deadline for inclusion in the May 27 breakfast is Friday, April 24.

### build relationships at business blend

Are you looking to engage in high-energy relationship building with fellow business professionals? Join the Metro Chamber and Vegas Young Professionals for Business Blend on Thursday, April 16, for a night of mixing, mingling and making connections against the lively Bavarian backdrop of the iconic Hofbrauhaus. Raise a stein to expanding your professional network as you take in the flavors and atmosphere of the first and only German beer hall – modeled after the original in Munich – in Las Vegas. For more information or to register, visit LVChamber.com or call 702.641.5822.

### get a deep dive into southern nevada with focus las vegas

Focus Las Vegas, the Metro Chamber Foundation's two-day program designed for those who want to explore the people, places and systems that make Southern Nevada such a dynamic place to live and work, is returning on April 22 and 29. This is an excellent opportunity for those newly promoted into positions of leadership, as well as those new to the Valley or want to gain a better understanding of it. Tuition for both days, including all materials and meals, is \$499 for Metro Chamber members and \$699 for non-members. For more information or to register for this game-changing program, visit LeadLV.com or contact Kimberly Bagdasarian, program coordinator, at 702.586.3825 or kbagdasarian@ lvchamber.com.

### spotlight your brand and gain exposure at business expo

Business Expo, the Metro Chamber's annual trade show and business-building opportunity, is Wednesday, June 10. With a captive audience of nearly 2,000 business professionals, Expo is an exhibiting opportunity not to be missed. This year, the Metro Chamber has new extended hours to give exhibitors even more value for their booth investment and get more time with prospective customers and new contacts. Exhibiting is an excellent platform for members to showcase new products and technologies, meet leads, connect with existing customers and gain brand visibility. A special exhibitor workshop will be held Thursday, April 30, to help exhibitors organize their booth, order additional services and plan for a successful and productive trade show. For more information or to download a booth registration form, visit LVChamber.com.



# HEY VEGAS, GUESS WHAT? IT'S TIME TO GET READY FOR SOME B A C C









# BREAKFAST | LUNCH | EVENING | LATE NIGHT

Having a corporate event, need catering, or just want an awesome food truck to show up at your office to feed employees? Guess what? Now you can, and we bring bacon. Visit us on the web at our .VEGAS homepage to view menus, ask questions, and see our bacon goodness.

Visit the food truck at:

http://bacon.vegas

Be social with the truck:

@BACONBOYSTRUCK
Facebook.com/BaconBoysTruck
Call the food truck at: 725-BACON-96

Tweet @BACONBOYSTRUCK and @dotVegasInc and use the hashtag #VEGASPROUD to get a FREE order of #handcutfrenchfries



# news you need

# get connected to small business lenders with sba's linc tool

If you own a small business, it is likely that you have applied for some type of loan to start your business, invest in its growth or keep things going. Sometimes, finding the right lender – and the right loan – is a difficult task. The Small Business Administration (SBA) has introduced a new tool, Leveraging Information and Networks to Access Capital (LINC), to help you navigate the lending process. Once you fill out the form, your business information will be sent to participating SBA lenders. You will also receive information regarding Small Business Development Centers in your area that can provide free business consulting and low-cost training options. For more information on LINC, visit sba.gov.



# be heard at the u.s. chamber small business summit!

Registration is now open for the U.S. Chamber of Commerce premiere small business conference, America's Small Business Summit 2015. The theme this year is Your Business, Your Voice. Join more than 1,000 business owners and chamber executives from across the country to network, hear from business and policy experts and weigh in with national policymakers on what your business needs to succeed. The event will feature high caliber keynotes, small group breakout sessions and a variety of other networking opportunities. For more information about the summit and to find this year's agenda and speakers, visit uschamber.com.

### governor's office of economic development offers intro to exporting program

On May 27, the Governor's Office of Economic Development is offering free training on the basics of exporting. During this information-packed half-day session, business owners new to exporting or who want more information on how to export their goods will find out about local resources available to help break into new marketplaces. For more information on this free program, visit intro-exporting.eventbrite.com.

# tax filing ends april 15: have you filed?

Have you filed your 2014 taxes yet or, at the very least, your extension? Tax season is in full swing and the deadline to file your taxes for the 2014 year is Wednesday, April 15. If you are unsure of what forms you need, want an update on any new tax laws or regulations, or need help with specific tax-related items, the Internal Revenue Service website, irs.gov, has a wealth of knowledge, press releases, FAQs and a knowledge base to help you navigate through the complexities of filing. Business owners, as well as individual filers, can download forms. engage in tax preparation assistance and get the tools to make this tax season as easy as possible. You can also visit the Metro Chamber's new. enhanced online member directory at LVChamber.com to find a local CPA and business planner to help you through the process.

# Demonstrate corporate social responsibility. Hire people with disabilities.

We connect you with talented employees to help drive business success.

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At Work for Disability Inclusion

VRNevada.org

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Catapult Learning has been
dedicated to improving
academic achievement
for students, Pre-K to grade
12. Our proven, researchbased educational solutions
incorporate best practices
for teaching and learning
and ensure every
student reaches his or her
fullest academic potential.

Catapult Learning supports
20 Clark County public
schools with our eValuate™
online monthly assessment
system, delivers Title I
tutoring services to several
local private schools, and
offers comprehensive
K-12 solutions with
the Alliance™ school
turnaround model.

For more information
Contact: Marsha Irvin
(702) 560-5214
marsha irvin@cataputtlearning.com



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# working for you

### GOVERNMENT AFFAIRS AND PUBLIC POLICY

# metro chamber endorsements for local government primary elections



he Metro Chamber's endorsed candidates are selected by Chamber members on the Government Affairs Committee.

They consider the candidates' understanding of business and fiscal issues and their knowledge about how decisions in government may impact employers, employees and the economy.

By voting for Metro Chamber endorsed candidates, you will make an impact in electing individuals who know the key to a thriving economy begins with good public policies that support businesses like yours.

EARLY VOTING IS NOW THROUGH FRIDAY, APRIL 3, 2015.

PRIMARY ELECTION DAY IS TUESDAY, APRIL 7, 2015.

### **CITY OF LAS VEGAS**



- Mayor Carolyn Goodman
- Ward 1 Lois Tarkanian

### **CITY OF NORTH LAS VEGAS**

- Ward 2 Pamela Goynes-Brown
- Ward 4 Richard Cherchio

### **CITY OF HENDERSON**

- Ward 1 Gerri Schroder
- Ward 2 Debra March
- Ward 4 Sam Bateman

For more information on the Metro Chamber's government affairs team, visit LVChamber. com or call 702.641.5822.



# north las vegas

# THE POWER OF WORDS, THE ABSOLUTE POWER OF NAMES

BY MAYOR JOHN LEE CITY OF NORTH LAS VEGAS



et's face it, names matter. Many of you probably remember the time you spent figuring out the perfect name for your business. You may have wanted it to convey a product or service to clients, maybe you wanted it to honor your family name or maybe you wanted to connect it with your community and customers. Bottom line, names matter.

During a recent visit to Nellis Air Force Base, I saw \$90 million fighter planes where the names of pilots were painted just beneath the canopy of the aircraft. I knew these young pilots did not own the planes, but I understood putting their name on it gave them a sense of ownership and conveyed their personal connection and responsibility for the welfare of the asset. Words convey symbolic ideas that eclipse their meaning, and names can shape thought and influence behavior.

As a newly elected Mayor, I began discussing our community's desire to have the College of Southern Nevada (CSN) change the name of their campus from Cheyenne Campus to North Las Vegas Campus. As our city's only institution of higher education, CSN is a community building block and a vital asset for workforce development. Linking the campus name to the community where it is located helps build branding that connects our economic development efforts, tells prospective businesses we are committed to their workforce needs and cultivates within the community a sense of ownership and responsibility for the welfare of the college.

Using a name to link a community college in Nevada with the city it purports to serve is not a new idea. CSN Henderson Campus, CSN Mesquite Center and Great Basin College Elko Campus are a few examples of community colleges throughout the state proudly linking the community to the community college. So why not CSN North Las Vegas Campus? We are a vibrant minority majority city with a bright future, ready to take some responsibility for our community college.

Our community is a committed partner with CSN. In order to better connect the College of Southern Nevada North Las Vegas Campus (see how inclusive that sounds) with our community and businesses, we formed the state's first presidential advisory board between our institutions. Recently, the Board of Regents unanimously approved the creation of similar advisory councils for all community colleges in Nevada. I am glad our efforts to link our community with CSN became a blueprint for the rest of our state.

We have also been connecting our college with our high school students. After my election, I invited our high school and middle school principles to meet with me to discuss building our community. When the RTC





removed some buses from its fleet we grabbed them and fixed them up a little, and we are now using them to bus North Las Vegas students to visit CSN and learn about the opportunities it provides for them.

Here is the bottom line. When you name your child, you don't name them after the doctor or the street where the hospital is located. They are given your last name because they are now part of the family. We are working hard to attract new businesses to locate in Nevada and the community college is an asset, especially for workforce development. Having a CSN North Las Vegas campus tells companies looking to locate in North Las Vegas that there is a local community college asset for training. Unlike the pilots, our community actually has a direct ownership in the community colleges, and they want to be linked with the institution they help subsidize.

# your scene | you're seen











The Metro Chamber and the Las Vegas Review-Journal welcomed local and national education experts and community leaders for the NewsFeed breakfast. Moderated by the Review-Journal's Glenn Cook, education panelists Kati Haycock, President of The Education Trust, Superintendent of Clark County School District Pat Skorkowsky and Vice President of the Nevada State Board of Education, Allison Serafin, discussed priorities for K-12 education in Nevada.

Photo credit: Jeff Scheid, Las Vegas Review-Journal





focus las vegas: how to do business with the military



During this special session of Focus Las Vegas, participants learned how to competitively bid on federal contracts and engage in business with the military community from procurement representatives, military staff, industry experts and community leaders. After Q&A sessions, panels and meetings with procurement specialists, participants left the session with the contacts, tools and knowledge to competitively bid on federal contracts.



May 6th
Southern Nevada
Springs Preserve

Save The Date!

May 7th
Northern Nevada
Peppermill

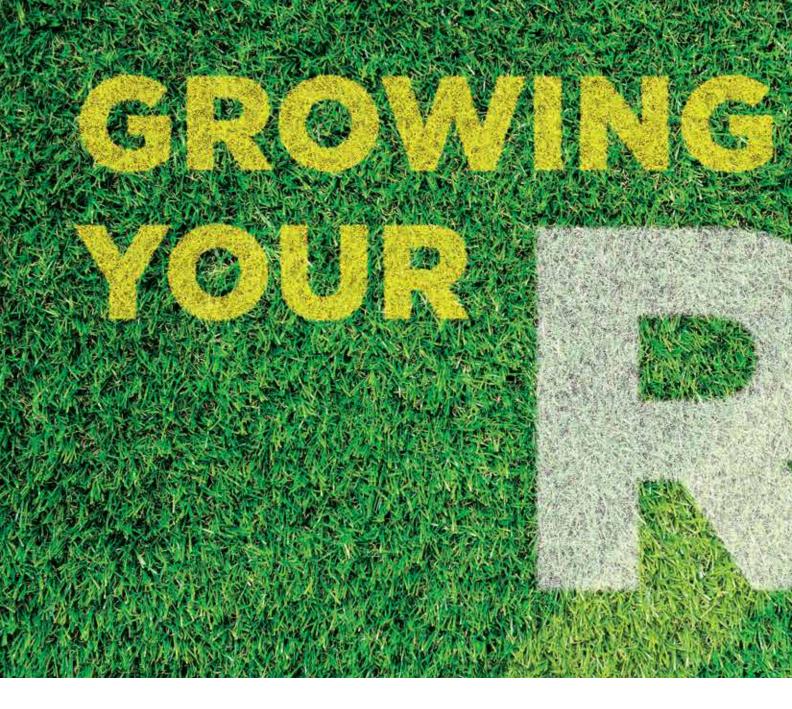
for the 2015 Family Owned Business Event!
Go to www.nevadabusiness.com/events to nominate a company.











New Benefits, Perks and Discounts to Maximize Your Metro Chamber Investment





eturn on investment guides most major business decisions: hiring employees who can represent the brand well, choosing the most qualified service providers and deciding how to invest in the community. The Las Vegas Metro Chamber of Commerce recently asked its members what would help boost their bottom line, increase their exposure in the marketplace and create opportunities for their business to grow – in short, what would help them see more return on their everyday business investment.

The Metro Chamber is excited to introduce new benefits, perks and discounts to help its members cut costs and spend more efficiently, protect their business investment, and spur growth for the local economy. As the leading business organization in Nevada, the Metro Chamber member experience is comprehensive and well-rounded. Members of the Metro Chamber are represented on the local, state and federal levels by a full-time government affairs team, who are now on the ground every day during the 2015 legislative session to protect the interests of a robust, dynamic and diversified business community. And now, members receive even greater opportunities to build business relationships, access member-exclusive discounts and content, boost their brand recognition and stay informed. Read on to find out what Metro Chamber membership now includes.

# EXCITING WAYS TO SAVE REAL MONEY ON BUSINESS EXPENSES

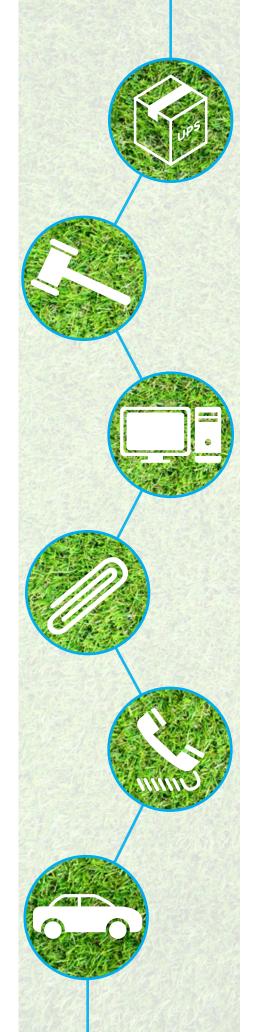
Cost efficiency and cutting expenses on everyday business expenditures are priorities for every businessperson. The Metro Chamber is proud to introduce several new cost-saving benefits to help members manage expenses and boost their bottom line. These benefits are exclusively available to Metro Chamber members and can be accessed through the brand-new Members Only Portal at LVChamber.com or by calling the member engagement team at 702.641.5822.

Through a new program with **UPS**, members can save up to **30 percent** on everyday shipping needs, including next-day, international, ground and freight services. Savings also kick in immediately, and there is no spending minimum to access these savings. Members with existing UPS accounts can link their account to the savings program and begin saving right away. Through UPS' website, members can also order free packaging materials, reorder frequently-used supplies, access their shipping history, print shipping labels, schedule pickups and manage deliveries.

Since no one can predict when a legal question or matter may arise, the Metro Chamber engaged **LegalShield** to provide its members with prepaid legal and identity theft services. LegalShield's services include business or personal advice, letters and phone calls on their behalf, legal document review, a comprehensive video law library and a forms service center. Identity theft services include credit report monitoring (with score and analysis), identity consultations, continuous credit monitoring, and restoration services, including proactive searches of national databases and fraud alert notifications. These prepaid services are accessible 24 hours a day, seven days a week for emergencies, questions and issues that occur.

A major expense of many businesses is technology, computer hardware and keeping ahead of the "next big thing" in the marketplace, which can be time-consuming and stressful as updates or replacements occur. The Metro Chamber's program with **Dell** gives its members up to **30 percent** off select personal computers and tablets, best prices on consumer Windows PCs and tablets, five percent off select electronics and accessories and access to exclusive monthly offers. Metro Chamber members can also sign up for Dell's complimentary Dell Advantage program to receive five percent back in rewards, free second business day shipping and access to special offers and presales to help them stay current. These discounts and offers can be accessed through a single portal page, saving time and money on one of business' most necessary expenses.

These new benefits are in addition to the Metro Chamber's existing costsavings programs, including the **Office Depot** deep discount program. Members can save up to **60 percent** on office supplies, cleaning and break room supplies, environmentally friendly products, technology, promotional products and furniture, as well as up to **70 percent** on copy and print services. Members can shop online or in stores to tap into this exclusive pricing.



In addition, a members-only service from **Cox Communications** gives Metro Chamber members that are also new customers of Cox a bundle package with business Internet and Cox's VoiceManager service, keeping members connected to their customers and the public at a reduced rate. Perks include online backup storage, email accounts, and more than 30 call features.

Finally, members can also take advantage of significant savings and special perks through **Enterprise and National Rental Car**, including set business rates and best rate guarantee, enrollment in the Emerald Club, giving members the power to bypass the rental counter, no change fee in case plans shift, no additional drivers' fees and flexibility in booking travel by web, phone or in-person.

Explore more about these benefits and access them by visiting the allnew Members Only Portal at LVChamber.com.

### NEW PRODUCTS TO PROTECT YOUR BUSINESS AND COVER YOUR EMPLOYEES

The Metro Chamber, through Chamber Insurance & Benefits, has been a leader in providing quality health care choices to businesses for nearly 30 years. It continues to offer group options, as well as individual coverage, through its private marketplace, Chamber Health Options, available year-round at ChamberHealthOptions.com. Medium and large businesses can now take advantage of insurance options with increased flexibility and savings through a shared risk approach. In addition to these continuing benefits, the Metro Chamber is now offering new products to help its members protect their businesses and employees.

Through **AmTrust Financial Services**, the Metro Chamber now offers its members workers compensation insurance with exclusive members-only pricing. It covers more than 350 eligible classes of businesses, and members taking advantage of the benefit enjoy a five percent discount, competitive advantage with multiple carriers and payment flexibility.

Covering employees with ancillary benefits, such as dental and vision insurance, continue to drive employee retention and engagement, as well as overall workplace productivity. Through a suite of dental and vision products, both employer-sponsored and stand-alone, members can provide an affordable and attractive benefits to keep their employees – and their business – healthy. Features of these products, provided by **SecureCare Dental and Vision Insurance**, include no benefit waiting period for groups of five or more enrolling employees (in contrast with many leading carriers requiring a 12-month waiting period for major services), multiple plan choices, consolidated bills and ID cards, discounted adult orthodontic services and coverage for dental implants.

To access these benefits, contact Chamber Insurance & Benefits at info@ chamberib.com or 702.586.3889.



# SPREAD THE WORD

The Metro Chamber is now offering a \$100 credit toward any member's annual renewal amount for referring a member who joins the Metro Chamber. Members receive an additional \$100 savings each time they refer a business that signs up at any level, up to the value of their membership. For more information, contact the Metro Chamber's membership team at 702.641.5822.

Referral awards may be paid up to the full value of your membership. No cash value. The Metro Chamber will not offer vouchers or credits for monies over the total value of the membership. Credits are paid on the referring member's next annual renewal.

# BETTER EXPOSURE OPPORTUNITIES THROUGH AN SEO-FRIENDLY DIRECTORY

Ninety-five percent of consumers used the Internet to find a local business in the previous 12 months, according to BrightLocal. Having a competitive and engaging online presence is a necessity of doing business today. The Metro Chamber's brand new business directory gives members more options to customize their profile, giving them more exposure to customers and the community. Members can manage their profile through the Members Only Portal and tailor their listing to give potential customers a glimpse of their business. Features of the new profile pages include:

- Company name and contact information, including a link to members' website
- 50-word description
- Photo
- Video
- Social media links, so customers can check out Facebook, Twitter, Instagram, YouTube and Pinterest accounts - and more!
- Ability to post discount offers and coupons both public and Metro Chamber member-exclusive
- · Mapping and directions feature
- Logo (President's Club members only)
- "Send a Message" capability so visitors can send emails directly from the profile page

### JUST GETTING STARTED...

The Metro Chamber will continue to roll out new benefits throughout the year, as well as exciting new ways to engage and access business information and expertise. The best way to stay appraised of these updates and new features is to look for email updates in the newly designed weekly Metro Chamber email, which will provide you with the latest news, updates, events and need-to-know information about Metro Chamber membership. New benefit information will also be coming in future issues of the *Business Voice*, so be sure to check your inbox and mailbox regularly.

Membership in the Metro Chamber creates connections - to the community, to customers and to cost-savings. Take advantage of these new benefits, perks and discounts to help your business bloom.



# ACCESS THE PORTAL

The all-new Members
Only Portal on
LVChamber.com gives
members access to
their member benefits.
Through the Portal,
members can:

- Access memberexclusive benefits, discounts and special offers
- Update contact information and add employees
- Upload a photo, video, social media links and other profile-enhancing perks
- Opt in to receive specialized communication on programs, services and points of interest
- Pay invoices
- See referrals from the Metro Chamber's website
- Post a discount offer

For assistance on the Members Only Portal, contact the Metro Chamber's member engagement team at 702.641.5822 or benefits@lvchamber.com.

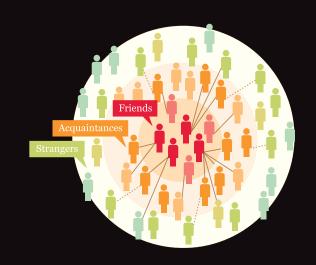


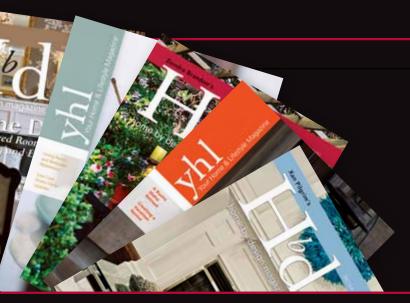
# Market Yourself.

The only sustainable advantage one real estate agent has over another is his or her personal brand.

The strength of your personal brand will determine how many referrals you get, listings you can convert, and, ultimately, homes you transact. Your personal brand is built through your relationships with friends, acquaintances, and strangers.

By Design Publishing offers personal branding solutions to reach each of these primary audiences.





# **HOW WILL PEOPLE**

Your clients and prospects will recognize you as the quality Realtor that you are with your picture placed on the front cover and your advertisements on the other cover pages. Your personalized, custom magazines are designed to promote you and your business. Our home decor, lifestyle, and travel magazines feature you and no other advertisers. The magazines are all about you and your business.



### Stand Out with Your Own Personalized Magazine.

Publishing your very own personally branded magazine is easy with our turnkey marketing program. Want to stand out? Do what other agents don't do—get your own magazine!



- 52-page home decor magazine
- Your photo and contact info on the cover
- 3 additional personalized cover pages
- As low as \$3.09 per copy



- 12-page home decor magazine
- Your photo and contact info on the cover
- 2 additional personalized cover pages
- As low as \$1.79 per copy

# what's happenir

PLACES TO BE, PEOPLE TO MEET, THINGS TO KNOW, IN APRIL

# april chamber connections

Join this established dedicated leads group made up of professionals from a variety of industries. Limited openings available; call for space availability.

5:30 - 7:00 p.m. See website for details on locations.

Tuesday, April 7 Tuesday, April 21

# paul

The Paul Call is a bi-weekly phone call for **President's** Club members with the Metro Chamber's Vice President of Government Affairs, Paul Moradkhan, to get the latest news from Carson City on issues important to the business community. For more information about this benefit, please contact the Member Services at 702.641.5822.

### **TUESDAY, APRIL 7** 7

### **CHAMBER VOICES TOASTMASTERS**

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members. 10:45 a.m. - Noon

Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

\$54 every six months. Guests always complimentary.

### **TUESDAY, APRIL 7** 7

### POLICY COMMITTEE MEETING: K-12 EDUCATION

The K-12 Education Policy Committee is a forum for members to learn and engage on issues important to primary and secondary education in Clark County and throughout the state. For more details, visit LVChamber.com.

3:30 - 5:00 p.m.

The Delta Academy 818 W. Brooks Ave.

Open to members and their employees

### **MONDAY, APRIL 13** 13

### **VEGAS YOUNG PROFESSIONALS TOASTMASTERS**

VYP's Toastmasters group helps VYP members and their guests learn key speaking, presentation and leadership skills. 6:30 - 8:00 p.m.

Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

Complimentary for guests \$60 to join, \$36 every six months. Presenting Sponsors: Chamber Health Options, Cox, UnitedHealthcare and Wells Fargo.

### THURSDAY, APRIL 16 16

### **BUSINESS BLEND**

Join the Metro Chamber and Vegas Young Professionals for a night of making connections against the high-energy Bavarian backdrop of the iconic Hofbrauhaus. Raise a stein to expanding your professional network as you take in the flavors and atmosphere of the first and only German beer hall in Las Vegas.

5:30 - 7:30 p.m.

Hofbrauhaus Las Vegas

4510 Paradise Rd.

Complimentary for members and their guest. Sponsored by: Chamber Health Options, Cox, UnitedHealthcare and Wells Fargo.

# how to register:

Visit LVChamber.com and click on the Events Calendar.

Call 702.641.5822.



16 | THURSDAY, APRIL 16

POLICY COMMITTEE MEETING: FEDERAL AFFAIRS
The Federal Affairs Policy Committee meets to discuss the status of existing and emerging federal laws and regulations relevant to Southern Nevada. For more details, visit

LVChamber.com. **10:00 - 11:30 a.m.** 

Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

Open to members and their employees

21 TUESDAY, APRIL 21
CHAMBER VOICES TOASTMASTERS
See April 7

21 TUESDAY, APRIL 21

POLICY COMMITTEE MEETING:

TRANSPORTATION AND INFRASTRUCTURE

The Transportation and Infrastructure Policy Committee provides members the opportunity to engage on issues relevant to transportation networks and infrastructure development in the region. For more details, visit LVChamber.com.

3:30 - 5:00 p.m.

Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

Open to members and their employees

28 | TUESDAY, APRIL 28

**NEW MEMBER BREAKFAST** 

At this exclusive event for new members of the Chamber, each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere.

7:00 - 7:30 a.m. Registration & Networking

7:30 - 9:30 a.m. Program

Las Vegas Metro Chamber of Commerce 575 Symphony Park Ave., Ste. 100

Sponsored by: CenturyLink

### SAVE THE DATE!

### FRIDAY, MAY 8

EGGS & ISSUES FEATURING

U.S. CONGRESSWOMAN DINA TITUS (NV-1)
Congresswoman Dina Titus will give an update on federal

legislation impacting the Southern Nevada business community, as well as take questions from the audience. President's Club members are also invited to join in an exclusive roundtable discussion with Congresswoman Titus immediately following the breakfast.

8:00 - 8:30 a.m. - Registration & Networking

8:30 - 9:30 a.m. - Program

Vdara Hotel & Spa 2600 W. Harmon Ave.

\$40 - Metro Chamber members

\$55 - Non-Members

\$400 - Table of ten

Sponsored by: CenturyLink, Chamber Health Options, Porter Gordon Silver, Sunrise Health System, Southwest Gas and Touro University.

# voices of the metro chamber •

STEP #1: START A BUSINESS.
STEP #2: JOIN THE CHAMBER.

W

hen I started my law practice nearly seven years ago, membership in the Metro Chamber and in Vegas Young Professionals were no-brainer marketing moves. I wanted to work with business owners and, in starting a new company, I needed to surround myself with other professionals from whom I could learn and with whom I

could grow. The Metro Chamber has been an invaluable resource on both fronts.

Through VYP, I've made lifelong friendships, built solid and continuing business relationships and plugged into a network of like-minded young business people, the caliber which can't be found anywhere else. The value of my Metro Chamber membership, which is responsible for the bulk of my actual revenue, has blossomed as I have become heavily involved in volunteer roles on different committees – VYP, Business Council, Prospectors and Leadership Las Vegas (Class of 2014). While these opportunities have certainly enhanced my visibility in the community and, in turn, contributed to the growth of my company, more importantly, they've provided the avenue through which I've experienced monumental personal and professional growth.

These volunteer roles have also provided some insight into another benefit of Chamber membership I had previously overlooked – its advocacy and government affairs function. As a business owner whose clients are also business owners, my world is doubly impacted by policies, legislation and regulations that affect businesses. I'm also a business owner who, quite frankly, lacks the time and bandwidth to stay abreast of and advocate for or against developments in government affairs. There are only so many hours in the day, and my clients get first dibs.

Considering the speed with which things can change at the local, state and federal levels, one could devote far more than a full-time job just to watching the horizon for issues, not to mention advocating for or against change.

Before my glimpse into the Metro Chamber's government affairs function, I had taken for granted the Herculean efforts the Metro Chamber undertakes to ensure businesses are represented and protected. With an entire government affairs team dedicated to the cause, we as members and as business owners can rest easy that the Metro Chamber has our collective back.

It's not a behind-the-scenes effort, however. For instance, during this legislative session, the Metro Chamber's team diligently delivers to



Gina Bongiovi, Managing Partner Bongiovi Law Firm

members summaries on developments they're watching in a weekly newsletter called "The Rundown." This email distills the complex issues at hand into digestible chunks so that every member can stay informed with minimal effort. If a more active role is more your style, you can join one of the Metro Chamber policy committees and get closer to the front lines. Whether you're watching from the sidelines or on the front line, those Metro Chamber employees with "boots on the ground" are never more than an email or phone call away.

As I'm sure you've heard, "you get out of your membership what you put into it." While just paying your dues helps fund benefits we all enjoy such as the government affairs team, getting involved pays dividends that this article couldn't even cover. Far beyond networking opportunities, the Metro Chamber offers myriad ways to get involved, stay informed, and affect change, both in our community and beyond.

# **ENERGY SAVINGS CAN ADD UP**



Let us help with your commercial energy efficiency project. NV Energy's Sure Bet Commercial Program offers technical assistance and cash incentives to help our commercial electric customers save money.

Get started today by contacting the NV Energy Sure Bet team.

Visit nvenergy.com/surebet to learn more.

1-800-342-6335 surebet@nvenergy.com



# president's club

### (B) Lori Nelson

### Vice President, Corporate Communications - Station Casinos, LLC

Since 2005, Lori Nelson has been responsible for the strategic development and implementation of the company's public relations activities including media relations, social media and community relations for its 18 properties. She also serves as the company spokesperson. Nelson served on the Governor's Planning Commission for Nevada's 150th celebration, is a 1999 graduate of the Las Vegas Metro Chamber of Commerce Leadership Las Vegas and served as president of Child Focus at St. Jude's Ranch. She is on the board of trustees for the Las Vegas Metro Chamber of Commerce.

### (A) Todd Sklamberg

### Chief Executive Officer - Sunrise Hospital & Sunrise Children's Hospital

Todd Sklamberg is the chief executive officer of the 700-bed hospital that is part of the Sunrise Health System in Las Vegas. Prior to that, Sklamberg served as the CEO of Sunrise Children's Hospital and as vice president of strategic operations and facilities for St. Louis Children's Hospital. Sklamberg has served the Las Vegas community on the Board of Trustees for the Sunrise Children's Foundation, March of Dimes and Ronald McDonald House Charities, and currently is on the Las Vegas Metro Chamber of Commerce Government Affairs Committee.









### (D) William Nelson Shareholder -Piercy Bowler Taylor & Kern

William (Bill) Nelson is involved in all areas of accounting and auditing for Piercy Bowler Taylor & Kern. Nelson holds a BS in Accounting and is CPA certified in Nevada and California. He is active in the community, participating in several youth sports programs and boy scouting, and is a member of Board of Trustees for the Las Vegas Metro Chamber of Commerce.

### (C) Richard DePaso

C

### Director - Aardvark Video & Media Productions

Richard DePaso opened his first video production studio in 1987 in Pleasantville, NY. Clients included Mobil Oil, IBM, Pepsi, QVC, Oracle, and New York State, among others. In 2002, he opened Aardvark Video in Las Vegas. DePaso is the president of the Las Vegas Videographers Association, a national speaker at conventions and recognized as an expert in the video business. He believes in thoroughly understanding clients' goals and making the process understandable with a high ROI on their investment.

# spotlights

### (E) Robert Glaser

### Vice President & Senior Director - BNY Mellon Wealth Management

Robert "Bob" Glaser joined BNY Mellon in 2010 as a vice president and senior director and is responsible for providing comprehensive wealth management solutions. He has more than 30 years of financial services experience including City National Bank, Valley Bank of Nevada and PriMerit Bank, and consulting for KPMG Peat Marwick, LLP. Glaser is a graduate of the University of Utah and the Stonier Graduate School of Banking at the University of Delaware. He also serves the community through Communities In Schools Nevada, YMCA of Southern Nevada, Nevada Public Radio and the Alexander Dawson School.



### (F) Dana Bennett

### President - Nevada Mining Association

Established in 1913, the Nevada Mining Association (NvMA) strives to maintain a business environment that encourages the exploration, development and production of minerals throughout the state. With more than 400 members representing the statewide mining supply chain, NvMA advocates for best practices in policy and regulatory affairs, education, safety and environmental stewardship. A lifetime Nevadan, Bennett has more than 25 years of public policy experience and holds a PhD in history with an emphasis on the Nevada Legislature.



Chris Breed has assisted with the renovations of five resorts within Shell Vacations Club. Renovating and opening of the Desert Rose Resort is what brought her to Las Vegas several years ago. Upon completion of that project, Breed was promoted to regional vice president. In this position she oversees the operations and associations of seven resorts. Breed also serves as president and vice president on several condominium association boards.





### (H) Amy Meyer

### President - Paul E. & Helen S. Meyer Foundation

The Paul E. & Helen S. Meyer Foundation gives educationally based grants and scholarships to area students. Amy Meyer, granddaughter of the founders, became the foundation's president in 1999. Meyer's passion for disadvantaged and struggling youth led to the development of a new non-profit, the White Horse Youth Ranch (WHY Ranch), that offers free riding lessons using rescued horses to help build self-esteem and give renewed hope to youth in Las Vegas.

# voices of the metro chamber •

# GOOD FOR BUSINESS HEALTH: CROSSFIT 702

ur involvement in the Metro Chamber has been universally positive. On top of business growth opportunities, a business owner cannot find a better organization that provides the opportunity to interact and engage with state and federal legislators while networking with other business owners and professionals. It has given

us the opportunity to discuss the daily well-being and health of our community in a way that is unique in Las Vegas.

Participating in Business Expo helped us launch our corporate wellness program and spread the word that we were ready to do business-to-business work, engaging with employers who were health-minded and wanted to offer their employees a meaningful benefit that would have a direct impact on their daily lives.

Going to the gym can have a steep learning curve—how long do I run? How much weight should I lift? Am I performing movements in a way that reduces risk or injury? At CrossFit 702, we are able to take the guesswork out of getting fit because each class is curated and led by a trained professional sports coach, who helps introduce, motivate and monitor each of our members. The operation is all about plug and play—all members have to do is show up, and we take care of the rest. This is why our corporate wellness programs are so beneficial. Because members of the gym are instructed on how to optimize their performance, we see measurable and significant results: increased work productivity, job satisfaction and fewer sick days. The discipline that is cultivated in the gym by learning athletic movements and pushing limits translates into the workplace, where employees are more accepting of challenges and have practiced leaving their comfort zone.

Business Expo helped us explain all of this, face-to-face, with potential clients. It also drove brand recognition, which is important in the increasingly competitive health and fitness sector. After participating in the Expo, we also saw an uptick in individuals who joined our CrossFit Cardio program, which is designed to focus on cardiovascular health and strength and targeted toward people who may want to experiment with the CrossFit style and movements before committing to join our Elements program.

We were honored to win a 2014 Metro Chamber Business Excellence Award as a "Groundbreaker." It was recognition of the hard work being done at the gym to create Nevada's fittest community. We have a number of traditional classes, but we also offer Olympic weightlifting



classes, gymnastics classes, and in the spring we combine fitness and academics to help high school students improve their SAT scores and improve their fitness. Research has shown direct links between physical activity and academic performance, and we're capitalizing on those links to drive up college exam scores. It was an excellent opportunity to share our business with the community and give them a glimpse into what we could offer them on a personal and professional level.

The Business Excellence Awards Luncheon was an excellent networking opportunity, as well. We met with a number of businesses and individuals during and after the ceremony that showed interest in our programs and wanted to do business.

The Metro Chamber has been good for our business' overall health and well-being.

# "LEADERSHIP AND LEARNING ARE INDISPENSABLE TO EACH OTHER."

- John F. Kennedy

The Leadership Institute of Las Vegas develops individuals at all stages of leadership, from an emerging leader to one who already influences and mentors others.



Emerge as a catalyst for change after this intensive and unparalleled tenmonth deep dive into our community's most challenging issues and greatest strengths.

### **APPLY TODAY!**

Deadline: May 14



Advance your career and advance your community after ten months exploring the inner-workings of Southern Nevada while expanding your leadership capacity through formal skills-based training.

### **APPLY TODAY!**

Deadline: June 11



Take an intensive two-day crash course into the history, infrastructure and influencers that shape Las Vegas.

APRIL 22 & 29, REGISTER AT LVCHAMBER.COM

INFORMATION AND APPLICATIONS AVAILABLE AT LEADLY.COM OR 702.641.5822





# member news

**ABC** - PRESIDENT'S CLUB MEMBER



### upcoming events

Bauman Rare Books will debut its Fine Food & Drink exhibit through Sunday, April 12, within Bauman's gallery at The Shoppes at Grand Canal Shoppes inside Venetian/Palazzo. The exhibit will feature a collection of rare and unusual cookbooks, wine and cocktail first editions and bartender guides. The exhibit is open to the public. For more information, visit baumanrarebooks.com.

**Sky High Marketing** is holding its Spring Product Showcase on Friday, April 10, from 10:00 a.m. - 2:00 p.m., at **Fleming's Prime Steakhouse**. The showcase will feature new products for 2015 and experts will be available to answer questions. For more information, visit skyhighmarketing.com.

The American Cancer Society is hosting its signature Relay for Life event on Saturday, April 11, from 11:00 a.m. – midnight, at The Smith Center for the Performing Arts. The event will feature live entertainment and recognize survivors and teams making strides to fight back against cancer. For more information, visit relayforlife.org.

Baby's Bounty is hosting its 3rd Annual Oh Baby! Tea fundraiser on Sunday, April 26, from 2:00 – 4:00 p.m., at Bally's Las Vegas. The event, hosted by Mercedes Martinez, will include a performance by the Australian Bee Gees and will honor UnitedHealthcare and As They Grow Consignment Sale for their continued support of the nonprofit. For more information, visit babysbounty.org.

### congratulations

NV Energy's mPowered Home Energy Management Program received two national awards: Powergrid International's 2015 Demand Response/Energy Efficiency Project of the Year and the 2015 award for outstanding achievement in pricing and demand response from the Association of Energy Services Professionals.

**Nathan Adelson Hospice** announced Karen Rubel, vice president of development, has been named among the 2015 Women to Watch by **Vegas Inc.** 

R. Gardner Jolley, William R. Urga and Bruce L. Woodbury, three of the original founders and senior shareholders of **Jolley Urga Woodbury & Little Attorneys at Law**, will be honored by the Clark County Bar Association's esteemed "40 Year Club" for 45 years of service to the Las Vegas legal community.

**The City of Henderson** presented the Cinnamon Ridge Homeowners Association with the Premiere Community Award. **University of Nevada Cooperative Extension** master gardener Debra Jacobson designed the desert-friendly landscaping.

### community service

Former International Boxing Federation Jr. Middleweight Champion Ishe Smith celebrated "Ishe Smith Day" with residents and guests at **The Salvation Army**. Mr. Smith partnered with Baby Stacks Café to serve brunch to 300 guests during the non-profit's Community Meal Monday.

**Three Square Food Bank** received a grant from Microsoft through its Technology for Good program. The nonprofit will use the grant to streamline the warehouse inventory procedure to serve the community more effectively.

City National Bank announced that through its Reading is The Way Up® literacy program, it is awarding a record number of teacher literacy grants to educators in four states totaling more than \$115,000. There are 20 teachers in Nevada receiving nearly \$20,000.

### wheeling and dealing

**Commercial Executives Real Estate Services** represented a company in the lease of an office space located at 550 E. Charleston Blvd., Ste. D. The sale is valued at \$84,970.

**First Cal Mortgage** opened a new branch, located at 9440 W. Sahara Ave., Suite 245, in **Village Square Shopping Center**.

**Smart Software Solutions** expanded its offices by moving to 4675 W. Teco Ave., Suite 205. The larger facility will allow for growth in software developers to support an increased project load.

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

### announcements



**Nevada Public Radio** appointed Don Hamrick to serve on its Board of Directors. Hamrick is general manager of Chapman Dodge Chrysler Jeep Ram.



Jeffrey L. Burr, Ltd. named Rebecca Haines as associate attorney. Haines recently passed the Bar Exam for the State Bar of Nevada and will practice in the area of estate planning.



**The Korte Company** selected Sallie Doebler to oversee all business development and marketing efforts for commercial contractors in Las Vegas.

Comprehensive Cancer Centers of Nevada announced the addition of a pulmonary division to its practice, offering more services to patients, especially those with lung and bronchus cancer.



**Henderson Engineers, Inc.** promoted Ellen Guerra to director of national business development. Guerra's new role includes developing and establishing new opportunities for business growth.



**Hutchison & Steffen** welcomed attorneys Brandon Trout, Michael Falater, and Joshua Igeleke, Jr. to the firm.



Kolesar & Leatham added Linda Williams and Vincent Aiello to its firm. Williams will focus on commercial litigation and insurance defense practices, and Aiello will focus on a broad based legal practice.

Vegas PBS launched the Desert Meadows Area Health Education Center (AHEC) in partnership with the University of Nevada School of Medicine. AHECs are chartered for the purposes of recruiting and retaining healthcare providers and promoting health and wellness.

**Pot Liquor Contemporary American Smokehouse** announced changes in its management team with the promotion of Francis Carneiro as general manager, David Craig as assistant general manager and Ricky White as the director of marketing & catering events.

Owners Cornelius Eason and Leo Gobbo, SPHR, launched **HRWeAre**, an on-site and on-call human resource services firm for small to mid-size organizations. Visit HRWeAre.com for more information.



# ribbon cuttings

### CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lychamber.com



### PC AT&T WIRELESS

AT&T Wireless announced its newly renovated store of the future, located at 710 E. Flamingo Rd. AT&T was joined by representatives of state dignitaries, the Metro Chamber and several other partners in the community. Call 702.369.3315 or visit att.com.



### CALIFORNIA PIZZA KITCHEN

California Pizza Kitchen celebrated its grand opening in Downtown Summerlin. More than opening a new restaurant, CPK unveiled its new look and enhanced menu, making it the new flagship location as CPK Next Chapter. The ceremonial pizza cutting, with members of CPK's executive team and members from the Las Vegas Metro Chamber of Commerce and five Make-A-Wish families, joined together as part of its community partnership. Call 702.978.5759 or visit cpk.com.



### PC DRVITA, INC.

DrVita, Inc. located at 6980 W. Warm Springs Rd., announced its grand opening. Its mission is to enhance vitality and health and wellness. DrVita offers many natural products from its inhouse state-of-the-art facilities, packaged and stored to meet the highest standards. Each product is expertly manufactured in Las Vegas and tested more than 90 times in its laboratory before it is sold. Call 702.333.2222 or visit drvita.com.



### CHEEBURGER CHEEBURGER

Cheeburger Cheeburger, located at 9905 S. Eastern Ave. in Henderson, was joined by local and state dignitaries, vendors and business owners to celebrate the second location's grand opening. Call 702.802.2730 or visit lasvegascheeburger.com.



### **VEGAS STYLZ HAIR SALON**

Vegas Stylz Hair Salon celebrated its grand opening, located at 4724 W. Sahara Ave. Vegas Stylz Hair Salon provided complimentary make overs for women from The Shade Tree. Call 702.908.4361 or email vegasstylz@yahoo.com.



### PC COX COMMUNICATIONS

Cox Communications celebrated the grand opening of its new Cox Solutions store located at 545 Marks St. in Henderson, where the company also announced the launch of Cox Wi-Fi with its nearly 500 hotspots around the Valley. Call 702.383.4000 or visit cox.com/hotspots.

### CHAMBER HEALTH

PC - President's Club

\$ - Chamber Member Discount



### **H20 GROW GARDEN REVEAL**

H20 Grow Garden Reveal celebrated with a grand unveiling, located at Walter Bracken STEAM Academy, located at 1200 N. 27th St. Its hydroponic gardens were built to nurture healthy lifestyles, teach entrepreneurship, grow student engagement and cultivate communities. Visit h20growlv.com.



### PC GLEN LERNER INJURY ATTORNEYS

Glen Lerner Injury Attorneys, located at 4795 S. Durango Dr., announced its President's Club membership mission. Glen Lerner has expanded his law firm to one of the largest personal injury firms in the country. He is able to make a difference in community through Glen Lerner Gives Back, assisting at-risk children, families and fourlegged critters who face daily struggles during hard economic times. Call 702.877.1500 or visit glenlernergivesback.com.



### PC MCDONALDS

Ron Smith's McDonalds franchise celebrated its grand reopening at 701 E. Horizon Dr. in Henderson. They were joined by state and local dignitaries, City of Henderson's representatives and both the Las Vegas Metro and Henderson Chambers and their Ambassadors and volunteers. McDonald's is a leading global foodservice retailer with more than 35,000 local restaurants serving nearly 70 million people in more than 100 countries each day. Visit mcdonalds.com.



### **RYUKO MARTIAL ARTS**

Ryuko Martial Arts, located at 5975 S. Topaz St. inside Longevity Sports Center, celebrated its grand opening as the home of martial arts classes ranging from Judo, Jujitsu, Kyokushin Karate, Taekwondo, self-defense and more. Ryuko, which translates to "the art of fighting," has a mission to construct and provide a clean, safe martial arts and athletic fitness studio for families from all walks of life. Call 702.465.1228 or visit ryukolv.com.



### **KUTN IT SHORT**

Kutn it Short announced its grand opening and new location at 5081 N. Rainbow Blvd., Ste. 101 with friends and family. Call 702.645.0861 or email Ifbharvey@gmail.com for more information.



### **DAVE HALL CPA AND SBA**

Dave Hall CPA and SBA celebrated its one year anniversary, located at 10777 W. Twain Ave. Dave Hall's team helps passionate, productive people who are willing to make their financial success a priority become millionaires. They do this by motivating them to take a 90-day challenge. Call 702.457.9800 or visit davehallsba.com.

# why an nhl team will be good for business in las vegas

During the last few months, Las Vegas has heard about why a professional hockey franchise would be good for the region and how to support the initiative. Jim Murren, chairman and CEO of MGM Resorts International, and Bill Foley, prospective owner of a National Hockey League (NHL) franchise in Las Vegas, explain why having an NHL team in Las Vegas would also be good for business.

### JIM MURREN

Q: Why build an arena on the Las Vegas Strip when you already own the MGM Grand Garden Arena and Mandalay Bay Events Center?

A: Las Vegas has long been synonymous with entertainment. From Sinatra to Elvis, Tyson to Mayweather, we have given rise to household-name entertainers and athletes, alike. But we're losing our edge. While it's true MGM Resorts operates two highly successful arenas, neither offers the capacity or features required by many of today's top artists, let alone a professional sports franchise. Adding a larger, third venue with state-of-the-art amenities will help us attract more artists and events that currently pass us by because we simply can't accommodate them. This in turn will attract more visitors to our city and solidify our reputation as an epicenter of entertainment.

Q: What would an NHL team do for Las Vegas as a destination, if based in the arena?

A: Hockey fans are loyal and travel to see their teams. In addition to our 10,000 or more season ticket holders, we expect to become a great destination for fans of visiting teams from all over North America. Imagine 18,000 fans on the Las Vegas Strip having dinner before each game and perhaps enjoying a cocktail after. I don't think there is an employee on the Strip who isn't fervently hoping to see this happen.



Q: An NHL Team would fill 40 nights of home games. What else do you see being hosted in the Arena?

A: As I mentioned before, whether it's sports, concerts or festivals, Las Vegas is the city of entertainment. We currently host both the L.A. Kings and the L.A. Clippers for preseason games. We're home to the PAC-12 men's basketball tournament and a number of sellout UFC and boxing events. Major artists like Lady Gaga, Justin Timberlake, The Eagles and many others play regularly in our venues. Finally, we often utilize our existing arenas for large corporate groups looking to host unique events in conjunction with tradeshows or conventions. Our new arena can and will be used for all of it – on non-hockey nights of course!

### **BILL FOLEY**

Q: As a potential franchise owner, why did you choose Las Vegas?

A: Because Vegas wants hockey. It's our tagline, but it's also the truth. Here you have a community of 2 million people and, while there are a lot of entertainment options, I would argue that a professional sports franchise is the one missing component. Professional sports is part of the fabric of many great American cities. It helps to create the city's identity, and it will give Las Vegas an identity beyond the Strip. Today, we have a thriving community of families and sports fans who want a team to call their own. As our ticket drive has already demonstrated, there is a built-in fan base. I want to give Vegas the team it deserves.

Q: What would an NHL team bring to our community?

A: There is the obvious business impact of bringing more than 17,000 fans to the Strip for 40-plus nights a year.



Beyond that, those games will be televised, broadcasting the Vegas brand into millions of American homes each time we take the ice at home or on the road. That's powerful publicity. Closer to home, a Vegas-based NHL team will invariably mean more local ice rinks to support youth and club hockey. Hundreds of kids and adults will have the opportunity to experience competitive hockey and figure skating. Finally, professional hockey players are the most humble, generous athletes you could ever meet. Our players, coaches, and the entire management team will not just spend money, but they will deeply engaged in the community through volunteerism and philanthropy. As an organization, we have already committed to donating \$1 per seat sold per game to Opportunity Village – and that is just the beginning.

### Q: How would a small business owner benefit from having an NHL team based in Las Vegas?

A: Bringing a professional sports team to Las Vegas will mean more jobs and greater opportunity. A typical pro sports organization employs about 200 full-time professionals, from coaches and trainers to marketing and accounting specialists. Many will need to relocate here, find homes, enroll their children in local schools, and so on. And, they will be investing in the community. Beyond that, each of the 40 home games will require up to 2,000 part-time employees in concessions, retail, security, ticketing and other areas. Of course, we will also need a team headquarters - a 200,000 square-foot facility to house our offices, practice rink, gym and more. We'll need to build it and find vendors to supply it, clean it, safeguard it - all of the services traditional businesses use every day. There is no doubt that an NHL Team will be good for Las Vegas business owners.

 $For more \ information, \ visit \ VegasWantsHockey.net.$ 



# voices of the metro chamber •

# BUILDING RELATIONSHIPS, BUILDING A PRESENCE THROUGH THE CHAMBER

A

s a member of the Las Vegas Metro Chamber of Commerce President's Club for the last 18 months, I can say that the Metro Chamber has been of great benefit to my business and me. As the owner of Odyssey Advisors, a management consulting business with a focus on retirement benefits for small to mid-sized businesses,

I can attest that the Metro Chamber provides a great resource for networking, events, education and community awareness. Prior to opening a Las Vegas office in early 2013, I evaluated other chambers and even joined other networking and business groups. However, I've found the Las Vegas Metro Chamber to be one of the more valuable resources and tools to help my business establish a presence and grow in Las Vegas.

### What types of events have benefitted my firm and me?

The Chamber offers a variety of events, but two of my favorites are Eggs & Issues and Morning Mingle. Eggs & Issues is a breakfast meeting (usually with a Congressional representative or key federal figure) where you can get a behind the scenes glimpse of what is happening – be it in Washington, D.C., Carson City or Las Vegas. Another benefit is that it attracts a serious crowd, so your valuable networking time isn't wasted. Morning Mingle is much like you'd expect: a 60-90 minute networking event where people give their 30-second elevator pitch. Admittedly, you draw a broader mix of people, but with more than 100 attendees, you are likely to find five or more people with whom you'd like to chat further.

### How has the Metro Chamber benefitted my firm and me?

My firm expanded into Las Vegas in April 2013. While I've been a frequent visitor to Las Vegas over the past 25 years and have clients around the U.S., a constant physical presence is uniquely beneficial. My Metro Chamber membership provides a certain "stamp of approval" that shows people that you're serious about business, have a plan and are dedicated to continue growing in the regional vicinity. Given that our business largely works with financial advisors to help them sell retirement plans to small companies, a sense of stability and permanency is very important. The Metro Chamber helps to provide that credibility and has allowed financial advisors to see us as potential partners as they grow their business.

### Why am I a President's Club Member?

While I think any level of Metro Chamber membership can be of value, I have found the President's Club to be of value for the access I get to key decision makers, events (such as those noted above and others,



Parker Elmore, President, Actuary & CEO **Odyssey Advisors** 

such as a learning opportunity about the new MGM/AEG arena) and the perception of others that we are a serious partner (which helps pre-sell an opportunity before I get there).

### What have company revenues done while a Metro Chamber member?

While we are a privately held company, I can state that based on sales volume through mid-March, we expect 2015 to be a record year with a nearly 80 percent increase in revenues and see opportunities for 2016 & beyond.

Having been in business for nearly 17 years and working in this industry for more than 25 years, I have found my Metro Chamber membership to be a valuable tool as we seek to further engage in the community and continue our growth as we look to add other offices and clients around the U.S.





### **At Valley Electric** we put people first.

As one of our neighbors, you know us as the co-op that brings power to its members - in more ways than one. Since we're a nonprofit we deliver value to the people we serve. And through new initiatives and renewable energy projects, we're also delivering more opportunities and jobs. It all adds up to better service, a growing workforce, and a brighter future for the community we all call home.



Together, we're doing powerful things.

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# upcoming events

### Thursday, April 16 BUSINESS BLEND

Raise a stein to expanding your professional network with fellow VYP members and the Metro Chamber.

Thursday, May 21
VYP FUSION MIXER
AT HYDE
INSIDE THE BELLAGIO
Build your circle of influence
from one of Las Vegas' most
picturesque hotspots.

For more information or to register, visit **VegasYP.com**.





propose we stop with the use of the term "work/life balance" as it equates to the expectation of balancing work and personal life. Work and (personal) life are two very demanding pieces of our existence and they will never be in perfect 50/50 harmony. If we can release ourselves of this expectation, we will be in a much calmer place to start.

Young professionals are often making pretty big strides in their careers as well as establishing relationships, starting families and more. We've found that our Vegas Young Professionals demographic experiences many different transitional phases of our lives. Personally, I've experienced starting a career and a family as well as major shifts in each of these life spheres.

I would like to share with you four essentials to work/life integration. This is how I have been able to keep my sanity while operating as Council Chair of Vegas Young Professionals, vice president of Office Dynamics International, serving in multiple volunteer roles for a variety of organizations, supporting a team of more than a dozen people as we prepare to leave the country on a humanitarian trip this summer, and still have room to be a friend, a wife and a mother (of four children).

Before I jump into the four essentials, I want to share one important note that I think needs to be addressed. You don't have to make a choice between work and family. I've met too many young women who think that they will have to change careers or slow themselves down to have a family, so they put it off even though you can tell they really love their career and they really want to have a family. It really is possible to have both.

1. Put the right people in your life. Support from friends, family or a significant other will have a bigger impact on your ability to manage your workload than you may imagine. Someone who encourages you, has your back or challenges you to stretch and go for your goals is important. Find





## fusion mixer

**level 107** 





Vegas Young Professionals toasted nine years of networking, business-building and opportunities to grow at Level 107 atop the Stratosphere. Guests took in panoramic views of the city and raised a glass to another successful year of VYP. Photo credit: VegasInc. and Tek Le.

people who believe in you and your dreams. Sometimes this person isn't your best friend or your significant other, and that's okay. Just be sure to have this kind of support coming from a healthy relationship in your life. They will encourage you when you don't think you can forge ahead.

2. Love what you do. Do you think this sounds cliché? It's another essential part of work and life playing nicely together. When you don't love the things you are doing you are spending a lot of time and energy on negative emotion, dread, boredom and more. When you love what you do it gives you energy! Your passion drives you and you get a whole lot more done in a day than someone who isn't enjoying life nearly as much as you are. I'm not just speaking from my own experience: I've observed countless other young and seasoned

professionals who genuinely enjoy their work and it always proves to be true.

3. Be honest with yourself and check in often. There will be seasons to your life where projects, passions and even people will come and go. Be honest with yourself about what should be a part of your life and what needs to be released. When you hold onto these things that are no longer serving you and even feel like you're pushing a boulder up a hill every time you have to deal with them, it probably means it's time to move on. I was serving in a high-level board position when we discovered our two year old son is autistic. I was set to move to the president's role within a few months. I reassessed my priorities during that particular season in my life and I chose to step down from that board position. My son's development

took priority for me. I probably wouldn't have served my family or the organization at my best capacity, had I tried to stay on and take care of both of these important roles.

**4. Take care of yourself.** I've heard this one from so many experts and I would nod my head in agreement, but then I would go home and try to put everyone else first and try to take care of myself with whatever was leftover...and rarely was there anything leftover. I realized after burning myself out that perhaps there really was truth to this tactic. The bottom line is when you care for yourself first (on a regular basis) you have an abundant amount of energy (and sanity) that you have plenty left to share with those things and people about which you are truly passionate.

# the final word

### MARCH ACCOMPLISHMENTS



arch was packed with new partnerships, relationshipbuilding opportunities and benefits. The Metro Chamber also equipped our members with the knowledge they need to stay informed about important topics within the business community. Take a look at what the Metro Chamber accomplished for you in March:

- Co-hosted NewsFeed with the Las Vegas Review Journal, featuring national and local education experts Kati Haycock, Pat Skorkowsky and Allison Serafin, where members were given information on priorities for education and creating real change in the classroom.
- Testified on 35 bills before the Nevada State Legislature.
- Gave members access to an exclusive limited-time discount offers on Microsoft Office 365 - Business Premium through a partnership with NetEffect (savings available until April 6).
- Welcomed the Hockey Vision Las Vegas team, including Joe and Gavin Maloof, to provide insight to members on the Vegas Wants Hockey campaign and share what it would take to bring a National Hockey League team to Las Vegas, as well as the economic benefits it would bring to the Valley.
- Helped to cultivate new business relationships at Business After Hours at Eastside Cannery's One Six Sky Lounge, where members forged new partnerships and gained business insight from fellow Metro Chamber members.
- Launched the Office Depot Breakfast, a new members-only morning series which gives members the opportunity to meet new contacts, share their business with other members, and learn about unlocking even more savings through the Office Depot program.
- Welcomed UNLV President Dr. Len Jessup as the featured speaker at the March Business Power Luncheon, where members gained insight into the development of a UNLV School of Medicine and heard the vision for UNLV for the upcoming year. This was Dr. Jessup's first address to the business community.
- Through a partnership between the Las Vegas Metro Chamber of Commerce Foundation and the Metro Chamber's Military Affairs Committee, held a special session of Focus Las Vegas that delved into how to do business with the military and federal government.



- Advocated for the creation of a fully-funded UNLV Medical School that would bring economic opportunities and foster large-scale job growth throughout Nevada.
- Held the biannual Metro Chamber Legislative Reception in Carson City, where President's Club members were able to engage with local and state policymakers and have discussions about the Metro Chamber's advocacy efforts during the legislative session.





Medication (qty 30)	Strength	Retail Price	Rx Card Price	Savings
Singulair (Brand)	10mg	\$217.00	\$193.98	10%
Montelukast (Generic)	10mg	\$136.30	\$20.96	84%
Xyzal (Brand)	5mg	\$124.99	\$80.35	35%
Levocetirizine (Generic)	5mg	\$77.59	\$29.62	61%
Clarinex (Brand)	5mg	\$243.00	\$186.42	23%
Desloratadine (Generic)	5mg	\$115.00	\$37.90	67%

NOTE: Our price is the average price members paid on that prescription during the month of January, 2015
Retail price was obtained by calling CVS/pharmacy. Pricing varies by pharmacy and by region. Prices are subject to change

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